



UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No. : 10/618,154 Confirmation No.: 4144  
Filed : July 11, 2003  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2614  
Examiner : Not Yet Assigned

New York, New York 10020  
April 14, 2004

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

TRANSMITTAL LETTER FOR  
INFORMATION DISCLOSURE STATEMENT

Sir:

Transmitted herewith is an Information Disclosure Statement and an accompanying Form PTO-1449 (submitted in duplicate) for the above-identified application. This Statement is submitted:

- ☐ within three months of the application filing date;
- ☒ more than three months from the application filing date but before the mailing date of the first Office Action on the merits.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/

In accordance with 37 C.F.R. § 1.97(b)(3),  
submission of this Statement requires no fee. However, if  
for any reason a fee is due, the Director is hereby  
authorized to charge payment of any fees required in  
connection with this Information Disclosure Statement to  
Deposit Account No. 06-1075. A duplicate copy of this  
letter is transmitted herewith.

Respectfully submitted,

Denise Bergin  
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Alexandria, VA 22313-1450 on

April 14, 2004

Lillian Garcia

Lillian Garcia  
Signature of Person Signing



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April 14, 2004

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,  
applicants wish to call the attention of the Examiner to the  
following documents:

U.S. PATENTS DOCUMENTS

Anderson	3,729,581	04/24/73
Guinet et al.	4,058,830	11/15/77
Doumit et al.	4,203,130	05/13/80
Krüger et al.	4,488,179	12/11/84
Horne	4,685,131	08/04/87
Hayashi et al.	4,691,351	09/01/87
Young	4,706,121	11/10/87

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/

Foster	4,714,919	12/22/87
Reiter et al.	4,751,578	06/14/88
Muguet	4,787,063	11/22/88
Hirashima	4,833,710	05/23/89
Ishimochi et al.	4,899,139	02/06/90
Kikuta	4,942,391	07/17/90
Levine	4,963,994	10/16/90
Young	4,977,455	12/11/90
Durden et al.	5,003,384	03/26/91
Baji et al.	5,027,400	06/25/91
Hallenbeck	5,038,211	08/06/91
Hoarty et al.	5,093,718	03/03/92
Harvey et al.	5,109,414	04/28/92
Ferraro	5,151,782	09/29/92
Young	5,151,789	09/29/92
Bradley et al.	5,172,413	12/15/92
Yee et al.	5,210,611	05/11/93
Hoarty et al.	5,220,420	06/15/93
Freeman	Re 34,340	08/10/93
Bonicel et al.	5,235,415	08/10/93
Vogel	5,253,066	10/12/93
Holman	5,285,278	02/08/94
P. Deborah Clark	5,311,423	05/10/94
Harvey et al.	5,335,277	08/02/94
Young et al.	5,353,121	10/04/94
Remillard	5,404,393	04/04/95
Hoarty	5,412,720	05/02/95
Blahut et al.	5,442,389	08/15/95
Ohga et al.	5,465,385	11/07/95
Young et al.	5,479,268	12/26/95
Marshall et al.	5,523,796	06/04/96
Davis et al.	5,559,548	09/24/96
Harper et al.	5,585,858	12/17/96
Knee et al.	5,589,892	12/31/96
Hendricks et al.	5,600,364	02/04/97

Roop et al.	5,619,274	04/08/97
Youman et al.	5,629,733	05/13/97
Alten et al.	5,635,978	06/03/97
Hendricks et al.	5,659,350	08/19/97
Lawler et al.	5,699,107	12/16/97
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Wolzien	5,761,606	06/02/98
Alten et al.	5,781,246	07/14/98
Hendricks et al.	5,798,785	08/25/98
Lemmons et al.	5,880,768	03/09/99
Marshall et al.	5,892,498	04/06/99
Matthews III et al.	6,025,837	02/15/00
Marshall et al.	6,072,460	06/06/00

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Japanese Patent No. 60-61935	04/09/85
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data broadcasting," European Telecommunications Standards  
Institute, Draft EN 301 192 V1.2.1 (1999-01).

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"OpenTV(R) and Interactive Channel Form Strategic Alliance  
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Subscribers," from the Internet at:  
<http://www.opentv.com/news/interactivechannelfinal.htm>,  
printed on 6/28/99.

"OpenTV Launches OpenStreamer™ Technology for Broadcasters  
to Deliver First-Ever Real-Time Digital Interactive  
Television," from the Internet at:  
[http://www.opentv.com/news/openstreamer\\_press\\_final.htm](http://www.opentv.com/news/openstreamer_press_final.htm),  
printed on 6/28/99, the document bears a copyright date  
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Deploying Interactive Program Guides Worldwide," from the  
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printed on 6/28/99.

The MyCalendar website. This website is located at:  
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"The Interactive Digital Network: More Than Just A Set-Top  
Decision," by Scientific-Atlanta, Inc., from the Internet at  
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April 9, 1999. The document bears copyright  
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"StarBurst Omnicast Provides First Software-based Content  
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StarBurst Software Press Release, from the Internet at

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"StarBurst OmniCast Server-to-Server," StarBurst Software from the Internet at:

<http://www.starburstsoftware.com/OmniCast-server-to-server.pdf>, printed April 9, 1999.

"StarBurst OmniCast Server-to-Desktop," from the Internet at: <http://www.starburstsoftware.com/OmniCast-server-to-desktop.pdf>, printed April 9, 1999.

The MyYahoo website. This website is located at: [edit.yahoo.com](http://edit.yahoo.com) (as printed from the Internet 10/26-27, 1999).

The aforementioned documents are listed on the accompanying Form PTO-1449 (submitted in duplicate). Copies of U.S. Patent Nos. 5,659,350 and 6,072,460 are enclosed herewith. All other documents were previously submitted by applicants to the Patent Office in Reichardt et al. U.S. Patent Application No. 09/731,115, filed December 6, 2000, from which the present application claims priority under 35 U.S.C. § 120. Accordingly, pursuant to 37 C.F.R. § 1.98(d), no copies of the documents that were previously submitted in the parent case accompany this Information Disclosure Statement.

In accordance with 37 C.F.R. § 1.98, applicants would also like to call the Examiner's attention to Allison et al. U.S. Patent Application No. 09/368,825 (filed 8/5/99), Reynolds et al. U.S. Patent Application No. 09/400,391 (filed 9/21/99), Ellis et al. U.S. Patent Application No. 09/437,107 (filed 11/9/99), and Drummond et al. U.S. Patent Application No. 09/536,729 (filed



3/28/00). Copies of these applications were also previously submitted by applicants to the Patent Office in Reichardt et al U.S. Patent Application No. 09/731,115. Accordingly, no copies of these applications accompany this Information Disclosure Statement. These applications have not been listed on the accompanying Form PTO-1449 to prevent their application numbers from being printed on the face of any patent issuing from this application. Applicants respectfully request that the Examiner sign the statement "All references have been considered" on the bottom of page 5 of the enclosed Form PTO-1449 to indicate that these references were considered (See MPEP § 609).

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,


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P.O. Box 1450  
Alexandria, VA 22313-1450 on

Apr 14, 2004

Lillian Garcia

Lillian Garcia  
Signature of Person Signing

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FORM PTO-1449 	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  INFORMATION DISCLOSURE STATEMENT BY APPLICANTS	ATTY. DOCKET NO. UV-174 Cont. 2	APPLN. NO. 10/618,154
		APPLICANTS M. Scott Reichardt et al.	Confirmation No. 4144
		FILING DATE July 11, 2003	GROUP 2614

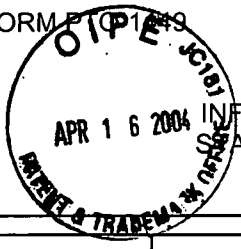
## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	3,729,581	04/24/73	Anderson	178	6.8	
	4,058,830	11/15/77	Guinet et al.	358	86	
	4,203,130	05/13/80	Doumit et al.	358	1	
	4,488,179	12/11/84	Krüger et al.	358	181	
	4,685,131	08/04/87	Horne	380	20	
	4,691,351	09/01/87	Hayashi et al.	380	10	
	4,706,121	11/10/87	Young	358	142	
	4,714,919	12/22/87	Foster	340	726	
	4,751,578	06/14/88	Reiter et al.	358	183	
	4,787,063	11/22/88	Muguet	364	900	
	4,833,710	05/23/89	Hirashima	380	20	
	4,899,139	02/06/90	Ishimochi et al.	340	721	
	4,942,391	07/17/90	Kikuta	340	745	
	4,963,994	10/16/90	Levine	358	335	
	4,977,455	12/11/90	Young	358	142	
	5,003,384	03/26/91	Durden et al.	358	84	
	5,027,400	06/25/91	Baji et al.	380	20	
	5,038,211	08/06/91	Hallenbeck	358	142	
	5,093,718	03/03/92	Hoarty et al.	358	84	
	5,109,414	04/28/92	Harvey et al.	380	9	
	5,151,782	09/29/92	Ferraro	358	86	
	5,151,789	09/29/92	Young	358	194.1	
	5,172,413	12/15/92	Bradley et al.	380	20	
	5,210,611	05/11/93	Yee et al.	358	191.1	
	5,220,420	06/15/93	Hoarty et al.	358	86	
	Re 34,340	08/10/93	Freeman	358	86	
	5,235,415	08/10/93	Bonicel et al.	358	84	
	5,253,066	10/12/93	Vogel	358	188	
	5,285,278	02/08/94	Holman	358	142	
	5,311,423	05/10/94	P. Deborah Clark	364	401	

EXAMINER /Hoang Vu Nguyen Ba/ DATE CONSIDERED 03/05/2008

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/

FORM P-10149		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. UV-174 Cont. 2		APPLN. NO. 10/618,154	
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	5,335,277	08/02/94	Harvey et al.	380	20	
	5,353,121	10/04/94	Young et al.	348	563	
	5,404,393	04/04/95	Remillard	379	96	
	5,412,720	05/02/95	Hoarty	380	15	
	5,442,389	08/15/95	Blahut et al.	348	7	
	5,465,385	11/07/95	Ohga et al.	455	6.1	
	5,479,268	12/26/95	Young et al.	358	335	
	5,523,796	06/04/96	Marshall et al.	348	589	
	5,559,548	09/24/96	Davis et al.	348	6	
	5,585,858	12/17/96	Harper et al.	348	485	
	5,589,892	12/31/96	Knee et al.	348	731	
	5,600,364	02/04/97	Hendricks et al.	348	1	
	5,619,274	04/08/97	Roop et al.	348	461	
	5,629,733	05/13/97	Youman et al.	348	7	
	5,635,978	06/03/97	Alten et al.	348	7	
	5,659,350	08/19/97	Hendricks et al.	348	6	
	5,699,107	12/16/97	Lawler et al.	348	13	
	5,701,161	12/23/97	Williams et al.	348	468	
	5,760,821	06/02/98	Ellis et al.	348	10	
	5,761,606	06/02/98	Wolzien	455	6.2	
	5,781,246	07/14/98	Alten et al.	348	569	
	5,798,785	08/25/98	Hendricks et al.	348	1	
	5,880,768	03/09/99	Lemmons et al.	348	1	
	5,892,498	04/06/99	Marshall et al.	345	123	
	6,025,837	02/15/00	Matthews III et al.	345	327	
	6,072,460	06/06/00	Marshall et al.	345	632	

/Hoang Vu Nguyen Ba/

03/05/2008

EXAMINER

DATE CONSIDERED

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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
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STATEMENT BY APPLICANTSAPPLICANTS  
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2614

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	60-61935	04/09/85	Japan	G11B15	02	X	
	4-335395	11/24/92	Japan	G09G	5/34	X	
	2 232 031 A	11/28/90	UK	H04N	5/445		
	2 264 409 A	08/25/93	UK	H04N	5/445		
	WO 86/01359	02/27/86	PCT	H04N	5/445		
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	WO 99/03267	01/21/99	PCT	H04N	5/44		
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EXAMINER

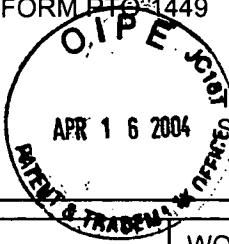
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WO 99/45700	09/10/99	PCT	H04N	5/445
WO 99/60783	11/25/99	PCT	H04N	5/445

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	
	CableData brochure "A New Approach To Addressability" (undated).
	"Addressable Converters: A New Development at CableData," <i>Via Cable</i> , Vol. 1, No. 12 (Dec. 1981).
	Hofmann, Neumann, Oberlies, and Schadwinkel, "Videotext Programmiert Videorecorder," <i>Rundfunktechnische Mitteilungen</i> , Nov.-Dec. 1982, pp. 254-57 (translation attached).
	Vito Brugliera, "Digital On-Screen Display - A New Technology for the Consumer Interface," <i>Symposium Record Cable Sessions</i> , 18th International Television Symposium and Technical Exhibition, Montreux, Switzerland 10-15 June 1993, pp. 572-586 (June 11, 1993).
	Matthew D. Miller, "A Scenario for the Deployment of Interactive Multimedia Cable Television Systems in the United States in the 1990's," proceedings of the IEEE, Vol. 82, No. 4, April 1994, pages 585-589.
	European Telecommunication Standard, "Electronic Programme Guide (EPG); Protocol for a TV Guide using electronic data transmission", pp. 1-45, sections 1-11.12.7 and annex A-P, bearing a date of May 1997.
	Hartwig, Rautenberg, Bollmann, "Broadcasting and Processing of Program Guides for Digital TV," <i>SMPTE Journal</i> , pp. 727-732, October 1997.
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	"Windows 98 Feature Combines TV, Terminal and the Internet," <i>New York Times</i> , August 18, 1998.
	"Digital Video Broadcasting (DVB); DVB specification for data broadcasting," European Telecommunications Standards Institute, Draft EN 301 192 V1.2.1 (1999-01).
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	"OpenTV(R) and Interactive Channel Form Strategic Alliance to Deliver Interactive Programming to Satellite Television Subscribers," from the Internet at <a href="http://www.opentv.com/news/interactivechannelfinal.htm">http://www.opentv.com/news/interactivechannelfinal.htm</a> , printed on 6/28/99.
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All references have been considered.

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